

Copyright, Acceptable Use, and Restrictions Regarding CSLP Art/ Graphics and the CSLP Program Manuals/CDs or DVDs

Rules of Use are current as of July 2006. Any updates or revisions will be posted to the CSLP Web site found at www.csllpreads.org/rou.htm. For questions regarding this document or other copyright issues, please contact the chair of the vendor committee. Name and contact information can be found at: www.csllpreads.org/committees.htm.

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CSLP art/graphics in the program manuals and on the CDs or DVDs that accompany the program manuals are created to support the efforts of libraries and regional and state library agencies in member states to promote reading by youth during their summer library programs. Professional illustrators design poster artwork for CSLP under a contract with CSLP's exclusive vendor. The vendor uses elements of the poster art on its support products and the vendor also supplies additional theme-related art and graphics. There are copyright restrictions regarding the use of all CSLP art/graphics and the CSLP program manuals/CDs or DVDs (the "Program Manuals").

State CSLP representatives are asked to make member libraries in their state aware of the copyright, acceptable use, and restrictions regarding CSLP art/graphics and the CSLP Program Manuals.

The following information applies to any format of the CSLP art/graphics and the CSLP Program Manuals. Unless noted, no copyright statement is needed on CSLP program manual pages or CSLP art/graphics used in any of the ways listed in the CAN DO section.

Questions involving special CSLP copyright permission, acceptable use, and restrictions regarding the CSLP art/graphics and Program Manuals should be directed to the Chair of the CSLP Vendor Committee. The Vendor Committee Chair works closely with the CSLP officers, the CSLP board, and the CSLP vendor on these issues.

WHAT CSLP MEMBERS CAN DO

1. Use the CSLP art/graphics and CSLP Program Manuals exclusively for youth activities related to the summer library program each year and for related follow-up activities. Examples of what libraries can create with the CSLP art/graphics or Program Manual pages include: bibliographies,

program schedules, fliers or posters, bookmarks, take-home activities, etc. Examples of follow-up use beyond the end of the summer library program are:

- a. to send follow-up information to the schools in fall if the schools are collaborating with the library
 - b. to send thank you letters to sponsors or partners
 - c. to write final reports on the summer's activities or program highlights for sponsors or funding bodies
2. Use the CSLP art/graphics and the CSLP Program Manuals to promote training sessions or in conjunction with training intended to help librarians prepare for the summer library program, scheduled at any time within the program year.
 3. Use the CSLP art/graphics and the CSLP Program Manuals for any purpose the library chooses throughout the program year and for internal library use for as long as the member library wants to use the CSLP art/graphics and the CSLP Program Manuals after the program ends. Exceptions are:
 - a. reprinting them for publication under the library's name or implied ownership
 - b. giving them to a third-party vendor to have them printed on any product
 - c. distributing them to libraries, other organizations, or individuals that are not state members as defined by the CSLP bylaws
 4. Use items (posters, mobiles, bookmarks, reading records, pencils, etc.) purchased from the exclusive CSLP vendor in any way the library chooses for as long as the library chooses to use them.
 5. Use the wording from the theme for any purpose of the library's choosing. There are no restrictions on use of the words themselves. The CSLP wording design of the theme falls under the same acceptable use guidelines as any other CSLP art/graphics.
 6. Make copies of any CSLP Program Manuals page and distribute it to children as activity or coloring sheets, art activities, contests, etc.

7. Distribute copies of CSLP Program Manual pages during school visits; visits to community centers; during parades; or any other outreach effort library staff or volunteers do to promote, advertise, or support their summer library program during the program year. Use the CSLP Program Manuals for any internal library purpose after the program year.
8. Create a packet or booklet of CSLP Program Manuals pages to give to children as part of the summer library program promotion or activities.
9. Use CSLP art/graphics on Web pages belonging to member public libraries and regional or state library agencies to promote the summer library program and activities related to it. The CSLP art/graphics should not be given to or used on Web pages belonging to non-profit partners such as schools (unless the school pays membership dues to CSLP) or business partners. **Note:** Public library and library agency Web pages that use CSLP art/graphics should include this copyright statement on each page where the CSLP art/graphics appears: CSLP art/graphics are copyrighted by Upstart for exclusive use by CSLP members and are used by permission. Copying or reproducing these CSLP art/graphics in any way by non-CSLP members is prohibited.
10. Customize the CSLP art/graphics or any pages from the CSLP Program Manuals with the public library, public library system, or state library agency name or logo.
11. Use any CSLP art/graphics on promotional items for the summer library program in the community such as grocery bags, placemats at senior citizen centers, community picnics, etc.
12. Use any CSLP art/graphics in local, regional, or state library agency publications, such as newsletters, that promote the summer library program, or in community publications that list summer activities for youth, such as tourist brochures, local park and recreation schedules, or articles in newspapers about a library's summer program or activities.
13. Use CSLP art/graphics on specific state-wide promotions intended to promote and support local summer library programs, done in cooperation with other state agencies, coordinated by the state library agency or association, such as incentives offered by state departments of Education, Natural Resources, Tourism, Historical Societies, etc.
14. Adapt CSLP art/graphics or the CSLP Program Manuals into other formats by any state's Library for the Blind and Physically Handicapped for use by children with special needs.
15. Translate any page from the CSLP Program Manuals into any language needed to serve a community that does not use English as their first language.
16. Allow non-profit partners such as schools, day care centers, Head Start, community centers, etc., to use CSLP art/graphics and the CSLP program manuals as part of a collaborative summer library program effort, with these exceptions:
 - a. Libraries should not make the CDs or DVDs accompanying the CSLP Program Manuals available online to partners.
 - b. Partners may not use the CSLP art/graphics on their Web pages.
 - c. Partners must clearly understand and agree not to use CSLP art/graphics after the end of the summer library program for any purpose other than for CSLP purposes.
17. Use up any leftover supplies created by the library that have CSLP art/graphics on them after the program ends.
18. Request the Vendor Committee Chair to ask the CSLP vendor to customize items, or to provide an item not offered on the order form, with CSLP art/graphics. Requests of this type should be made through the state representative to the Vendor Committee Chair. If the CSLP vendor declines to do the custom work or provide the requested item, the Vendor Committee Chair will work with the library to find an appropriate alternative. Permission to use the CSLP art/graphics on T-shirts purchased from a third-party vendor other than the CSLP vendor is almost always denied. The best alternative is for the library to purchase the T-shirts from the CSLP vendor and have the customizing done locally.
19. Begin printing materials for use during the summer library program as needed, as long as distribution to the public does not begin before May of a given year.
20. Ask a third-party vendor, other than CSLP's exclusive vendor, to use the wording of the theme with non-CSLP art/graphics on any product not provided by CSLP's exclusive vendor. The third party

vendor is required to create its own art/graphics which must look substantially different from CSLP's copyrighted art/graphics.

WHAT CSLP MEMBERS CAN'T DO

1. Put the full contents, or significant portions, of the CDs or DVDs which accompany the CSLP program manuals online.
2. Reproduce portions of the CDs or DVDs that accompany the CSLP Program Manuals for distribution or reprint portions of CSLP program manual pages in any other publication, without permission from CSLP.
3. Make copies of the CDs or DVDs that accompany the CSLP Program Manuals and give them to another non-profit agency, business, or partner. Specific CSLP art/graphics may be shared with non-profit partners for use on printed items. These items should indicate a connection with the public summer library program. The CSLP art/graphics can not be used on partners' Web pages.
4. Allow business partners to use CSLP art/graphics, without advance permission from CSLP. The following guidelines will be used:
 - a. The business partner cannot give out materials to the public from the CSLP program manuals or anything utilizing CSLP art/graphics.
 - b. Business partners may display CSLP posters indicating they are a sponsor of the summer library program.
 - c. Libraries may give children CSLP materials to take to a business partner which the partner can post or display at their business. Because libraries protect the confidentiality of library records and protect private information about children, the business partner must do likewise.
 - d. Any CSLP materials used by a business partner must include the copyright statement, the theme of the summer library program, and indicate the activity is part of a collaboration with the local library or a regional group of libraries.
- e. If the business partner is going to put their logo on anything that comes from the CSLP Program Manuals:
 - the business logo should be kept small
 - a copyright statement must appear on the page, but can be in small print
 - the affiliation with the library, system, or state involved must be noted
 - a sample of the final item must be sent to the Vendor Committee Chair before approval is given
5. Order for, share, or lend current CSLP art/graphics or the CSLP Program Manuals to any library in a non-member state for use by them in their summer library program. Use of all CSLP materials during the summer library program year is restricted to CSLP members. After August 31 of the summer library program year, non-members can purchase the CSLP program manuals (minus the CDs or DVDs) from CSLP and purchase the theme-related materials through the regular catalog of CSLP's vendor. Requests for sample materials should be directed to CSLP's administrative services agency.
6. Send any image or design on the CSLP CDs or DVDs to a third-party vendor, other than the exclusive CSLP vendor, and request that it be put on any item sold by that third-party vendor.
7. Ask a third-party vendor to create an item for your summer library program that can be purchased from CSLP's exclusive vendor.
8. Resell items purchased through the CSLP vendor for a profit.
9. Libraries in CSLP member states who opt not to use the current CSLP theme(s) for their summer library program cannot use the CSLP art/graphics or manual for the current theme(s) in any manner until the program year has ended (September 1). When the program year has ended, members can use the CSLP art/graphics and manuals for internal library use only for as long as they wish.

WHAT CSLP MEMBERS NEED CSLP PERMISSION TO DO

The following types of activities require advance permission from CSLP. To request CSLP permission regarding copyright use, or to check on acceptable-use issues, contact the Vendor Committee Chair.

1. Put a commercial sponsor's logo on any product that includes any image from the CSLP Program Manuals.
2. Allow business sponsors, community organizations, or individuals to reproduce CSLP art/graphics in their business newsletters, or extend use of the CSLP art/graphics to any other location than the one originally approved.
3. Use CSLP art/graphics on specific state-wide promotions (such as state road maps) coordinated by the state library agency or association, in cooperation with a state or national business partner. If permission is granted for such a project, the materials produced by the state or national partner must include specific mention of the interagency cooperation by the state or national partner with the state library association and/or state library agency that initiated the project.
4. Use the CSLP art/graphics or CSLP Program Manuals in a way that does not fall under one of the previous-use statements.
5. Request exceptions to these rules.